

Raja Rogers Meeting Notes
December 19, 2006

Charlie	Tm-business.org – Howard Settle video now on this site. Tmeducation.org
Linda	In Nashville, someone might be open to donating a Center right near the building that we are renting. Then we can get out of the lease.
Raja Rogers	Maybe we could pay him a little something. Oriented properly?
Linda	Yes. Will double-check.
Raja Rogers	Maharishi wants to move MAPI product. We have a lot of inventory. They want a representative in each state who would go to local stores, meet managers, sell products. The rep would be paid \$3000/mo plus some travel expenses. After start-up time period, there was talk of going on commission. If you are interested, drop me an email.
Charlie	Would Patricia Cox be interested in this? She's very good with sales.
Raja Rogers	<p>I will bring it up to her. I know she is very devoted to the program here. Raja Michael and Raja John Konhaus have been sent to MAPI. I have sent in some names as suggestions: KY – Patti Metten, TN – Linda for West TN and St. Louis, MO, AR – Nancy Willbanks and Michael, LA, MS, AL – Sylvia Richards, GA – Steve and Dori, SC – Linda LeShay, but Joe Innella would be good, FL – Susan Dudley because halfway between the large populations areas. But anyone who is interested, they can drop me an email. Or if no Recerts are interested, we could use Sidhas.</p> <p>We need more income for support for the Vedic Pundits. More are scheduled to come tonight – will be up to 382 by tomorrow. Only room for 20 more on campus, but we have 30 houses set and will be up and running soon. 30 houses for 120 pundits. We have 90 more houses we are building. Mother Divine is consolidating into fewer houses so we can put some pundits there. The only glitch in the plan is the financing for the last 90 houses.</p> <p>If anyone knows of anyone interested in donating to the Vedic Pundit project, that would be wonderful.</p>
Dori	Stores here discontinued MAPI products in the past because the wholesale price to them was the same as online purchases. Any price cut for the stores?
Raja Rogers	Yes. We had the same problem at the Raj. The more we sold, the more we lost because we had to pay retail price plus shipping plus pay someone to sell the products.
Dori	Stores also said that MAPI did not have promotion in magazines that helped the sales, as other products had.
Raja Rogers	They are planning in-store displays, but have not heard yet about national advertising.
Steve	Free way to promote these products: Free monthly new age newsletters.

	Someone with credentials can offer to write an article about the products for these newsletters. If you buy an ad, they'll run the article.
Raja Rogers	Great idea – I'll bring this up to MAPI.
Steve	Also, MAPI may have some articles already written that could be used. Or Dr. Manohar could be invited to write an article.
Raja Rogers	Dr. Manohar is seeing people at the Raj and checking on the pundit boys. Great idea.
Linda	Good idea to target university bookstores.
Raja Rogers	That's why you are so successful, Linda.
Jane	Day spas could sell products too.
Raja Rogers	Good!
Joe	Any training for the sales people?
Raja Rogers	Yes, there will be a whole rollout and training. Maharishi has a lot of attention on this these last weeks so it's a nice place to be.
Jane	Chiropractors' and naturopathic doctors' office.
Jeff Murphy	To get rid of inventory, you have to put it on sale to make room for new styles.
Raja Rogers	Some of the clothing I saw seemed to be classics. The quality of Ram Raj clothing is better than Maggie's Organics, however, Maggie's sold better at the Raj because it was cheaper.
Jane	Helen suggested that the sizing is not like in the US.
Jeff Murphy	Sizing is one thing. Shrinking is another – even one side of a garment would shrink more than the other. We had to return 3 items due to this irregular shrinkage. Hard to recommend what size people should get.
Jane	Recommend pre-shrinking.
Jeff Murphy	Not getting return customers for the clothing. The collar on the men's pj's really wrinkles after washing. The bedsheets are only 200 thread count. Very nice cotton sheets usually have 400-600 thread count. Several customers won't buy due to the low thread count.
Jane	WalMart is now selling organic bedsheets.
Steve	Realize that for everyone who returns an item, you have 2 more who didn't bring an item back. If WalMart is in the same business, you need to then offer a super high quality item.
Jane	Recommend our own branding – some gold emblem on the pocket.
Raja Rogers	The polo shirts were less expensive than LaCoste shirts and better quality. Jeff, please write down a list of items with problems and send to me so we can give MAPI feedback. I will give MAPI all the great ideas from tonight's meeting.
Jane	Lands End work with large groups who test their products and provide feedback. Perhaps we could set that up.
Raja Rogers	The herbal products are excellent. They need to work on improving the clothing line a bit.
Jeff Moses	No labeling on products saying they are organic. This could be helpful
Raja Rogers	Very good. If you and Ruth are interested in doing something with this, let me know. I don't want to overload anyone.

Jeff Murphy	With our knowledge, the only product we know that is organic is the honey.
Raja Rogers	Yes, this issue will come to the forefront. India is rather difficult for organic, but I'm sure a significant amt of the products are organic.
Jeff Murphy	We initiated 3 people directly from the Ed's Conf – 2 teachers and one of their twin sisters. One teacher is an award-winning educator – USA Today National Teacher of the Year. They are thrilled. They are plotting how to get TM in their school. The twin is a performance coach with athletes. We got our first signed letter from a school. The principal is on board and now we will present to the Superintendent.
Carol	The school signs the letter of intent and the school profile. The letter has to be signed by principal, attorney, superintendent or all the major players. They fax these forms to David Lynch Foundation and the Foundation then seeks approval for this program from MVED. Once approved, then they can be taught at \$625/person. Then school is entered into a lottery. The next lottery is end of Jan. If approved, two stages – initially \$625/person for top administrators, the faculty (1 teacher per 10 students), a small group of parents. Secondly, the students. If more teachers or parents who are not servicing the students are interested, they may get in on the \$625 fee.
Raja Rogers	Excellent. Thanks.
Steve	A team of cardiologists just received another award here in Atlanta. Many are Indians. I'd like to give them a presentation.
Raja Rogers	We're making a list of key words for Internet searching. "Heart disease" is one. We are writing special pages to help us rank high on an Internet search. The Lynch Foundation is getting ready to help. I've been paying for the web team and the programming team and Call Center team. My pockets are very empty now so we are going to talk with Dr. Hagelin about this. We want a bigger presence on the web and not have the negative sites. Dr. Feldman and Dr. Morris are all working on this. Several schools have been lost by people going to negative websites. If this ever comes up, we just say, "Look at the scientific evidence." Steve – start talking to these Indian doctors, as doctor to doctor, peer to peer. Be great if they would take 10-20 of their patients and do a study.
Steve	Sarina's research study only had 10 subjects, yet garnered lots of press.
Raja Rogers	Rogersb2@mac.com – use this email address this week. The Maharishi.net server had some problems this week. Jai Guru Dev